

Eliminate Egregious Egress Fees and Get Closer to a 100% Cache Hit Ratio

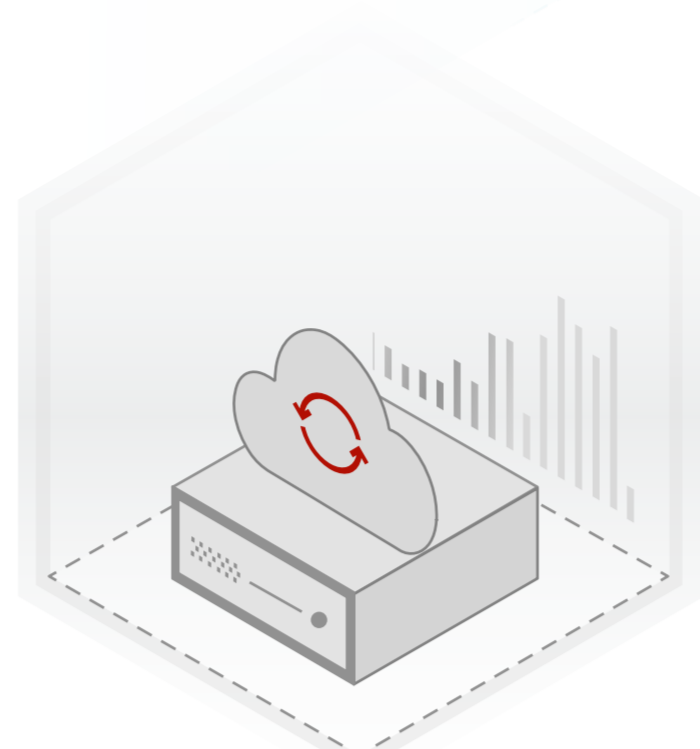
Storing data in the cloud, while convenient, can be expensive.

When used *in tandem with a traditional CDN that caches data based on popularity*, cloud storage can lead to:



Low Cache Hit Ratios

due to frequent cache evictions that replace the long tail with cyclical content



Frequent Trips to Cloud Storage

to retrieve data from origin servers



High Egress Fees

paid to the cloud vendor everytime data is fetched

Egress fees can easily get out of hand



Lack of Transparency

Egress fees are based on opaque calculations — and add up as your storage needs grow



Asymmetrical Charges

Uploading data to the cloud is usually free — but accessing it incurs heavy fees



99%

of cloud storage users incur egress fees¹

34%

enterprises say their cloud usage is affected by egress fees²

27%

of enterprises move data back on-premises to avoid paying egress fees²

Accessing your own data should not cost you peace of mind, convenience, or budget

Unlike traditional CDN solutions, Cloudflare Cache Reserve helps maximize your savings and website performance. Get closer to the **dream 100% cache hit ratio...**

...with the click of a button



Cloudflare Cache Reserve:



Increases Cache Hits

by storing long-tail content for longer periods of time



Optimizes Performance and User Experience

by shielding your origin servers from voluminous request



Maximizes Savings

by eliminating unnecessary origin data retrieval and inconsistent egress fees

“By pushing a single button to enable Cache Reserve, we were able to provide a great experience for teachers and students and reduce two-thirds of our daily egress traffic.”



“The 2% cache hit ratio improvement enabled by Cache Reserve has eliminated roughly two-thirds of our S3 egress.”

